Title page

Forum MMPG

1. Promotional efforts for products and services

Discussion of research

Promotional efforts and marketing have significant impacts on building a customer base for the products and services. Kotler and Keller (2016) recognize direct marketing as a significant tool for building a long-lasting relationship with customers. The tactics rely on customer-direct channels for directly reaching clients. Research reveals that “direct marketers can use a number of channels to reach individual prospects and customers: direct mail, catalogue marketing, telemarketing, interactive TV, kiosks, Web sites, and mobile devices" (Kotler & Keller, 2016). The most visible benefit of direct-marketing includes reaching broader market niches as the tools to maximize traffic and customer turnover. The companies are using social media marketing and SEO for maximizing it reaches across global networks. Social media marketing is determined as one of the most powerful tools in current world due to the ever-rising power of the internet. It generates the best possibilities for companies to generate revenue and get directly in touch with potential customers. Social media offer extensive benefits by allowing companies to build a positive brand image and raise awareness about the product (Sajid, 2016).

Collaborating research of the product

Research studies have revealed that direct marketing is an effective tool for reaching pre-selected customers. Disney has been relying on direct marketing for years that allowed the company to reach millions of clients throughout the world. Direct marketing is linked to significant annual growth. Social media marketing allowed the company to reach customers directly that resulted in increased customer base (Sajid, 2016). Disney mail to children and also use merchandises at different social platforms where children are more likely to spend time. evidence and research confirm a strong relationship between direct marketing and increased customer base (Kotler & Keller, 2016). Different tools are used by companies for building direct interaction and pace with the customers. The CRM programs are also focused on sending online offers and information to the customers. B2B is also a direct marketing tool that allowed companies to generate enormous profits. Telemarketing and direct response marketing allow companies to create informatics that can be retrieved by customers at any time.

Analysis of discussion

Direct mail package is one of the most common marketing tools used by Disney for generating revenue and profits. Cost-effective methods are developed by the marketers for getting the direct response from the clients. Deluxe self-mailer is a dominant feature of the Disneyland resort that leaves a positive impression on the clients. Creative four-panel mailer is another strategy adopted by Disney for breaking through and cluttering in prospect's mailbox. Another direct marketing strategy adopted by Disney is to send a seasonal offer for resorts and use campaigns. Disney created a special website for building strong interaction with the customers (Sajid, 2016). This allowed the organization to develop direct communication. The website operates 24/7 that offers detailed information about the packages to the customers. Disney is not relying on a single marketing method but it has also used other ways including telemarketing and direct response marketing.

1. Role of personal selling

Discussion of research

Personal selling has a strong correlation with the high customer base. This reflects the integration of managerial practices that allow a salesman to provide best services to the clients. Salespersons are in direct contact with the clients so they are capable of assessing buying behaviors. The strategy of personal selling focuses on providing adequate training about selling skills to the salesmen. Prospecting and quantifying are important aspects of determining potential customers. The organizations hiring skilled and experienced salesperson are capable of generating huge clientele. Pre-approach allows a salesperson to identify the need of the customers and evaluate their buying behaviors. It is crucial to understand the purchase process and qualify prospects by gathering information. Centralized purchasing suggests putting a premium for capturing large suppliers (Storbacka, Polsa, & Sääksjärvi, 2011). The evidence on personal selling depicts that the sellers must be able to address the resistance of customers.

Collaborating research of the product

Significant research is available on personal selling and its impacts on deriving customer base. The research suggests that the companies aiming at targeting potential clients must provide appropriate training to the salesmen. The primary challenge faced by the sellers is to understand the reason for the client's resistance. The sellers are provided training for assessing the psychological state of the customer for identifying ways of convincing them to purchase. The salesmen must be able to remove unpleasant experiences or factors. This is linked to the transformation of the views of customer that discourage purchase. Personal efforts suggest that the salesperson can also offer some benefit to the customer that influence his purchase decision. The common tactics used by the salesmen for influencing the decision of buyer include offering some gift or extra quantity (Kotler & Keller, 2016). Disney has focused on adopting the marketing strategy of personal selling by hiring an extremely competent and skilled salesperson.

Analysis of discussion

Personal selling and promotional strategy of Disney emphasize on building interaction with the kids and parents. Loyalty marketing programs are used for influencing the purchase decisions of the customers. Special offers for the kids such as Disney singing dolls at the rate of $20 is an effective strategy for persuading consumers. The salesperson uses communication skills for convincing kids and parents to purchase the product. Free memberships and discounts have also helped the company to target a huge customer base.

References

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